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Wisconsin Society of Architects American Institute of Architects September 1989

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Architect

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Cover: Cedarburg Survive Alive Kubala Washatko Architects, Inc. Photographer: Mark Heffron

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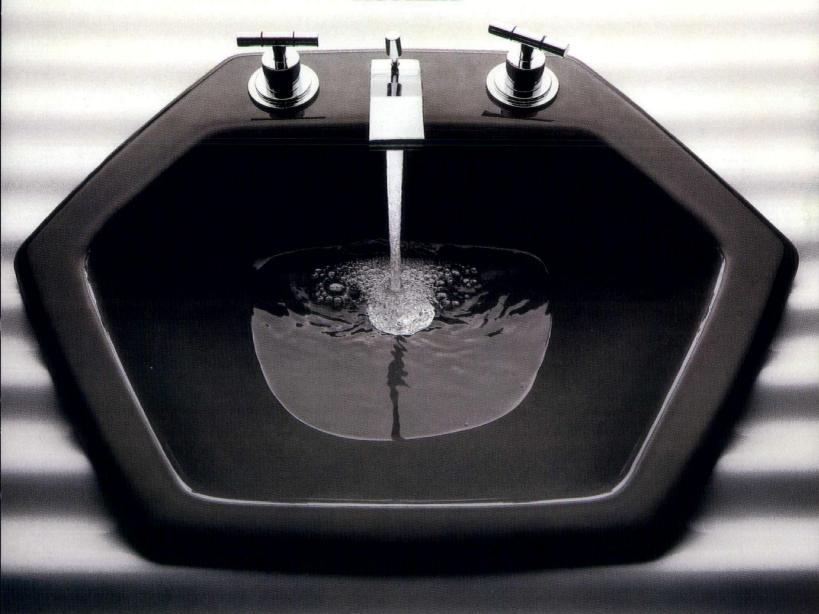
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Guidelines

This issue is dedicated to public officials throughout Wisconsin. The Wisconsin Society

QBS . . . a process for selecting a

of Architects (WSA), through its Qualification Based Selection or "QBS" program,

qualified, competent and compatible

has provided assistance to over 1,000 public owners in establishing a process for architect...

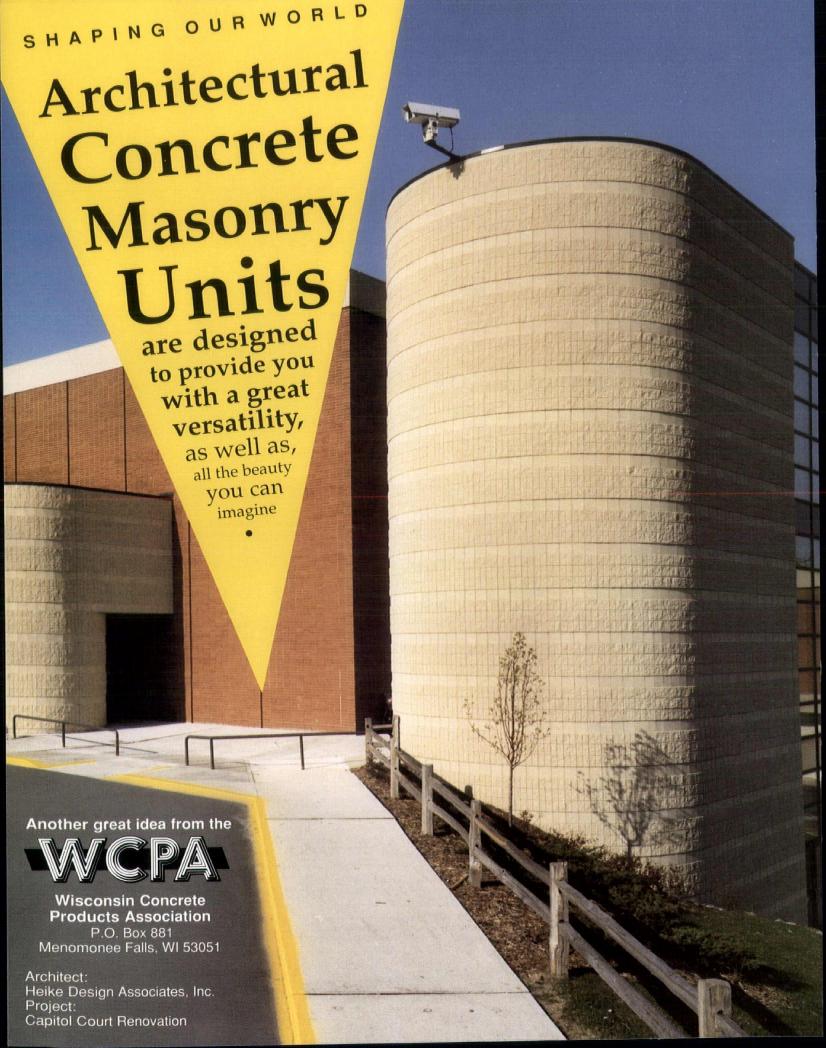
selecting a qualified, competent and compatible architect to provide the professional services required. These services include feasibility studies, programming, site analysis, design services, construction documents and construction administration.

Public owners are encouraged to review and retain the "Selecting Your Architect" booklet enclosed with this issue of the magazine. It outlines the QBS process recommended by the WSA for selecting an architect for public projects. Contact the WSA for any assistance. This public service is provided in a timely manner, with enthusiasm and a sincere desire to assist public owners in obtaining the best possible architectural services for their building projects.

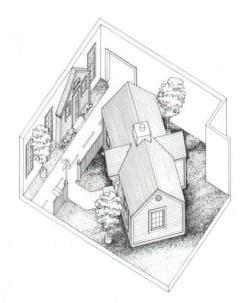
The WSA has an experienced individual on staff whose specific responsibility is to serve as an independent facilitator and assist owners in establishing a rational selection process based on qualifications and competence. This service is provided at no charge to the owner. The QBS process has proved to save time and money for both the owner and the architect.

The building projects that follow demonstrate the type of work that Wisconsin architects have provided for school districts, cities, villages, towns, counties and other public owners.

William M. Babcock Executive Director



Project	Cedarburg Survive Alive
Location	Cedarburg, Wisconsin
Architect	Kubala Washatko Architects, Inc
General Contractor	Cedarburg Lumber Co.

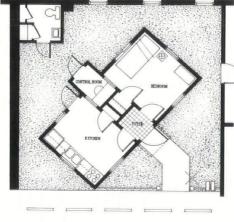


In the spring of 1987 concerned Cedarburg citizens and the Cedarburg Fire Department asked the architect to design a "Survive Alive Facility" for the purpose of training children how to escape from a fire. The program combines classroom fire safety education with a simulated fire escape experience under the direction of professional fire fighters. The architect's task was to create a facility, the third in the nation, where children could learn fire survival skills under realistic conditions.

Placed within a large room in the old fire station, this facility includes a house with kitchen, bedroom, connecting foyer and control room for fire personnel.

Fire is simulated by strobe lights flashing at various bedroom exits. The foyer can be filled with nontoxic "smoke," and the bedroom door can be heated to simulate a hot, and therefore, unwise exit. Bedroom windows are of several types common to Cedarburg residences. Children are trained to identify an appropriate exit, take effective action to escape, rendezvous at a prearranged location in the exterior streetscape area, or to wait at the center of the bedroom for rescue by a fire fighter should all exits be blocked.

Photography: Gary Dineen







Project	Central Maintenance Facility
Location	Eau Claire, Wisconsin
Architect	Seymour Davis Seymour Architects-Engineers, Inc.
General Contractor	Market & Johnson, Inc.



With the completion of the new three building Central Maintenance Facility complex in September of 1988, the City of Eau Claire centralized its maintenance and transit department employees and equipment on a single site near the center of the city.

The key challenges faced in the design of the new facility included fitting the complex on a confined sloping site and designing a building that compliments the residential area of the city in which it is located.

The largest building is a 60,000 square foot facility that houses administrative offices and support areas for city maintenance and transit department personnel, shops for equipment and vehicle repair, and bus storage and washing facilities.

Located immediately north of the main building is a vehicle storage facility with employee parking on the top of the structure. The rooftop parking concept offers a unique and practical solution to the lack of onsite area for employee parking. Construction of the vehicle storage building into the

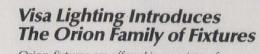
hillside allows for grade access to the rooftop parking lot.

The third building, the former city shop facility, has been remodeled for use by the City Parks and Recreation Department.

Photography: Eric Oxendorf







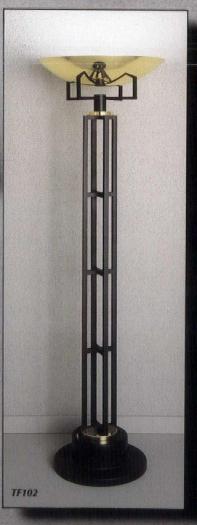
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NAME OF THE PARTY OF	Bowl Dia. 22	", Bowl Depth 5"	, O.A. Ht. 72"		
AMPING:	3-150A INC	2-FLUOR39	1-500Q	1-250MH	
ES:	CATALOG N	UMBERS:	京区 法上下的		
D BOWL/PAINTED FRAME	TF100	TF100F239	TF100T500	TF100H250	A SE
BOWL/PAINTED BASE	TF102	TF102F239	TF102T500	TF102H250	
ME BOWL/PAINTED BASE	TF103	TF103F239	TF103T500	TF103H250	
D ALUMINUM BOWL	TF104	TF104F239	TF104T500	TF104H250	300
D BASE					

PEDESTAL Pedestal Base	not included.			
	Bowl Dia. 22	", Bowl Depth 5",	O.A. Ht. 10",	
AMPING:	3-150A INC	2-FLUOR39	1-500Q	1-250MH
ES:	CATALOG N	UMBERS:		CHARLES IN
D BOWL/PAINTED FRAME	DC210	DC210F239	DC210Q500	DC210H250
BOWL/PAINTED FRAME	DC212	DC212F239	DC212Q500	DC212H250
MEBOWL PAINTED FRAME	DC213	DC213F239	DC213Q500	DC213H250
D ALUMINUM BOWL	DC214	DC214F239	DC214Q500	DC214H250

HID maximum ballast to lamp distance is 15 feet.

HD maximum ballast to lamp distance is 15 feet.

DFRAME

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TWO BOWL CHANDELIER				
	Bowl Dia. 22	", Bowl Depth 5",	O.A. Ht. 36", Fixt	ure Wt. 50 lbs.
AMPING PER BOWL:	3-150A INC	2-FLUOR39	1-500Q	1-250MH
ES:	CATALOG N	UMBERS:		
BOWL/PAINTED FRAME	CC660	CC660F239	CC660T500	CC660H250
D ALUM BOWL/PAINTED FRAME	CC661	CC661F239	CC661T500	CC661H250
ME BOWL PAINTED FRAME	CC662	CC662F239	CC662T500	CC662H250
D BOWL/PAINTED FRAME	CC663	CC663F239	CC663T500	CC663H250

ORION	FO	UR	BOY	VL	CH	AN	DEL	IER
SIZE:	1973		No.			68	1	

MAX LAMPING PER BOWL: 3-150A INC 2-FLUOR39 CATALOG NUMBERS: FINISHES: BRASS BOWL/PAINTED FRAME CC680 CC680F239 BRUSHED ALUM BOWL/PAINTED FRAME CC681 CC681F239 CC682F239 CC682 CHROME BOWL/PAINTED FRAME

Bowl Dia. 22", Bowl Depth 5", O.A. Ht. 36", Fixture Wt.

Bowl Dia. 22", Bowl Depth 5", O.A. Ht. 36", Fixture Wt.

CB2792F239

1-500Q

CC680T500

CC681T500

CC682T500

CC683T500

2-300Q

CP1560T2300

CP1561T2300

CP1562T2300

CP1563T2300

CB2792T500

CB2793T500

1-250

CC68

CC68

CC68

CC68

2-150

CP15

CP15

CP15

CP15

CB2

CB2 CB2

CB2

CC683F239 PAINTED BOWL/PAINTED FRAME CC683 Note: HID maximum ballast to lamp distance is 15 feet.

ORION SINGLE BOWL PENDANT SIZE:

4-150A INC 2-FLUOR27 MAX LAMPING: CATALOG NUMBERS: FINISHES: CP1560F227 BRASS BOWL/PAINTED FRAME CP1560 BRUSHED ALUM BOWL/PAINTED FRAME CP1561 CP1561F227 CP1562F227 CP1562 CHROME BOWL PAINTED FRAME

CP1563 CP1563F227 PAINTED BOWL/PAINTED FRAME Note: HID maximum ballast to lamp distance is 5 feet.

ORION WALL BRACKET

Bowl Dia. 22", Bowl Depth 5", O.A. Ht. 12", Ext. 24", M SIZE: 3-150A INC 2-FLUOR39 1-500Q MAX LAMPING: CATALOG NUMBERS: FINISHES: CB2790T500 BRASS BOWL/PAINTED FRAME CB2790F239 CB2790 BRUSHED ALUM BOWL/PAINTED FRAME CB2791 CB2791F239 CB2791T500

CB2792

CHROME BOWL/PAINTED FRAME CB2793 CB2793F239 PAINTED BOWL/PAINTED FRAME

Note: HID maximum ballast to lamp distance is 15 feet.

Project	Southwest Drivers License Examining Facility
Location	Greendale, Wisconsin
Architect	the Zimmerman Design Group
General Contractor	Reichl Construction Inc

The south sloping triangular site adjacent to a residential area in a "green belt" community dictated a low profile building. The parking layout reflects the structure's principle curved wall and allows easy access to entrance for the large number of driver license transactions each day.

Open interior plan with tiered ceiling directs customers to a single counter. The curved wall, round columns, textured walls and multilevel ceiling provide excellent acoustics.

The single story 10,200 s.f. steel frame building with brick veneer is well insulated to provide an energy efficient structure. Lighting fixtures with deep cell parabolic lens provide work light over counter computer stations and general illumination.

Photography: Mark F. Heffron





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Project	McGraw Hall
Location	University of Wisconsin-Whitewater
Architect	Bowen Williamson Zimmermann Architects
General Contractor	Hutter Construction

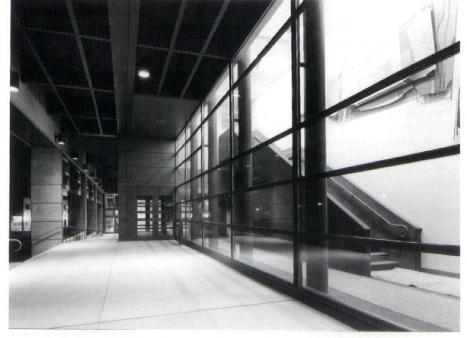
The problem was to design an undergraduate classroom/ auditorium/faculty facility to meet the needs of a small university campus located on a pedestrian mall.

A visual presence on the pedestrian mall, flexible and simple teaching arrangements to facilitate emerging computer technology, and faculty and contextural references to the existing adjacent library were important considerations in developing the architectural parti.

A free-standing sunscreen, with limestone trim and flanking walls of matching face brick, provided contextural reference and common scale to the existing library. New McGraw Hall, set back behind the sunscreen, was given its own visual presence along the mall with glass enclosed student circulation areas, metal cladding, and matching face brick. Major student access was gained from this mall level to all undergraduate instructional areas.

Photography: Eric Oxendorff





Project	Drivers License and Vehicle Registration Facility
Location	Milwaukee, Wisconsin
Architect	Miller Meier Kenyon Cooper Architects & Engineers, Inc.
General Contractor	Peter Schwabe, Inc.



The problem was replacing a crowded, inadequate office set up in a shopping center. The site chosen was long and narrow. With this in mind, the architect designed the main entrance of the 9,500 s.f. facility to the south, enabling the parking to be shielded by the building. The use of tinted glass comprises much of the south facade and serves a dual purpose allowing the sun to heat the

interior, the solar attic, yet enhancing the exterior and interior of the facility.

A native Wisconsin muralist was chosen to design and execute the contemporary mural located in the space above both service counters. These colors were repeated in wall coverings, carpet tiles, furnishings and paint.

Photography: Charles Kiefer, AIA





Project	West Racine Postal Facility
Location	Racine, Wisconsin
Architect	Tavarez & Associates Architects, Inc.
General Contractor	Associated Contractors Inc.

This project consists of a main post office of 21,000 square feet plus a vehicle storage facility. The site is adjacent to residential neighborhoods on two sides and commercial business on the other two sides. The building is designed around a glass enclosed main box lobby, which is open to the public. The main work room has a special "lookout" gallery designed to facilitate postal inspection of the work area.

"Cream-city" color brick and columns are accented by a "blue ribbon" of special blue brick units representing the recognizable post office blue color. Exterior frames and the skylight were also painted blue.

Photography: Joseph Paskus





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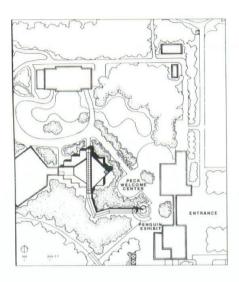
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Project	Peck Welcome Center
Location	Milwaukee County Zoo
Architect	Kahler Slater Torphy Architects
General Contractor	Bell-Reichl

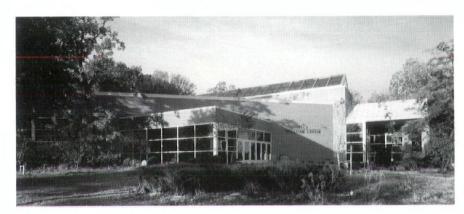


The Penguin Exhibit was positioned directly in front of the Zoo entrance and elevated to capture the attention of visitors and provide an immediate encounter with animals. (Formerly, the site was used for merchandising purposes.) The siting of the Visitor Center itself preserves as many mature trees as possible and conceals the great size of the building. The massing was broken into smaller shapes at angles to pedestrian observation points so that no one can perceive its size from a single vantage point. Extensive new plantings were introduced to further "bury" the building in the woods.

An elevated wood walkway varies the visitor's walking experience while traversing the site. Extensive consultation with experts on handicapped access achieved a design that gives all patrons the ability to move about the site without any barriers.

Extensive use of glass and skylights affords visitors a free association with the unusual beauty of the wooded site.

Photography: Howard N. Kaplan





Project	Columbus Elementary School Addition & Renovation
Location	Appleton, Wisconsin
Architect	The Stubenrauch Associates, Inc.
General Contractor	Jim Pankow, Inc.

The original structure was built in 1893 and had become a local landmark in a central downtown neighborhood. The school district's increasing enrollments would not warrant abandonment of any facilities, and major renovation and additions were needed.

The original building was structurally sound and had a very good basic layout, but was not in conformance with current codes with regard to restroom facilities, handicap accessibility, and safe and proper exiting.

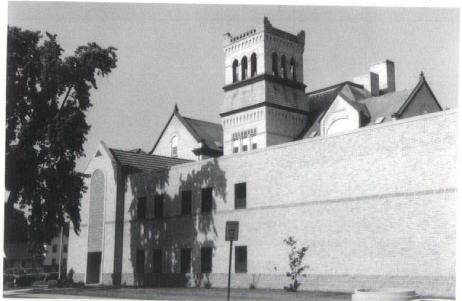
The 13,000 square foot addition includes a gymnasium, administrative core and new IMC, all of which were inadequate or non-existent in the original facility. The addition incorporated a compatible Victorian architectural scheme and has been well received by the community.

The existing facility had a major renovation of all mechanical systems, a new elevator serving five levels and was completely sprinklered including the new addition.

Photography: Erik Hansen, AIA







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Project	Otter Lake K-6 Elementary School	
Location	White Bear Lake, Minnesota Bray Associates-Architects, Inc. Adolfson & Peterson, Inc.	
Architect		
General Contractor		

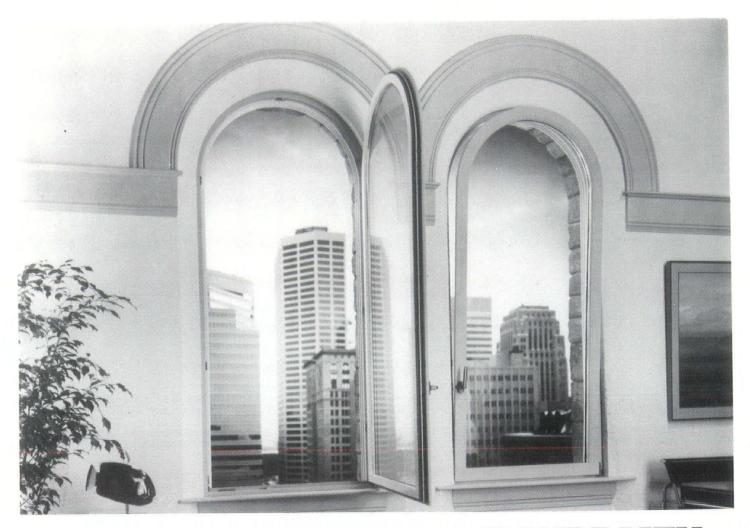


The new 104,150 sq. ft. Otter Lake K-6 Elementary School plan was conceived in direct response to the educational program as initiated and developed by the owner and architect. The owner requested that the kindergarten, primary and intermediate classrooms gather around their own commons area. This space would serve a multitude of teaching functions such as large or small group activities, exhibits, parent/ teacher conferences, inside recess and others per staff. Each unit also requested its own restroom facilities so students can remain in their own area for the majority of the school day.

The three basic units have been designed in a pinwheel off a center hub that contains the IMC (library) with its related computer, conference and work spaces. This area also includes the special classrooms for music, art, science and future expansion. The fourth spoke in this design contains the main entry, central offices, cafeteria/commons, gymnasium and service units for the building.

Photography: Geoffrey Bray





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Project	Sheboygan Water Utility Administration & Maintenance Buildin	
Location	Sheboygan, Wisconsin	
Architect	Donohue & Associates, Inc.	
General Contractor	Jim Pankow, Inc.	



The Sheboygan Water Utility's new 13,550-square-foot administration and maintenance building is a conscientious blend of old and new ideas which successfully combines functional needs with a progressive public image.

The building features cut-stone quoins and architraves, a clay-tile roof, wide expanses of glass, and light-colored brick walls in a contemporary reflection of the strong statements made by the utility's existing 1930s architecture.

The building was carefully sited to fit a maximum of functional space on an extremely restrictive site. Rolling topography and the need to preserve both the neighborhood's residential atmosphere and scenic view of Lake Michigan presented additional challenges. The facade mixes forms of varying depths, scale, and architectural detail. The 6,450-square-foot, 10-bay vehicle storage area is oriented away from the street as is the outside storage area.

The floor plan responds to the need for efficient interaction between the three major functional areas—administration offices, a vehicle storage and repair garage, and support facilities.

Photography: Patrick Kennedy



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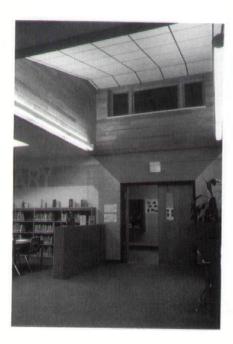
Paul Berta and Tom Dowling

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Project	McDill Elementary School Expansion Stevens Point, Wisconsin Bray Associates-Architects, Inc. Ellis Stone Construction Co	
Location		
Architect		
General Contractor		

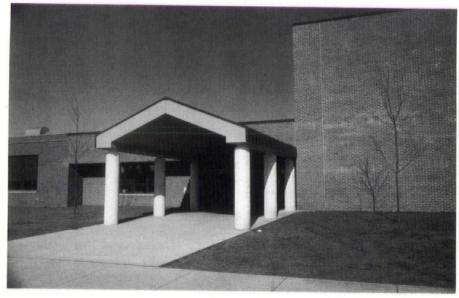


The McDill Elementary School expansion project consisted of an addition (29,173 sq.ft.) for seven classrooms, two special education classrooms, 60 foot by 80 foot gymnasium, art room, full service preparation kitchen, vehicle storage, elementary locker rooms and two sets of toilets. The remodeling (7,848 sq.ft.) involved reassignment of office areas, converting the existing gymnasium into a centrally located IMC, plus

boiler, music and media room updates.

The new facility was designed to provide for community use of the media room, gymnasium and kitchen during non-school hours. This project is the first phase of a potential three project initiative to upgrade space requirements within the school district.

Photography: Geoffrey Bray



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QBS: Fourth Anniversary

The WSA's Qualification Based Selection or QBS program was initiated four years ago with the publication of the "Selecting Your Architect for Public Projects" booklet with the September issue of Wisconsin Architect magazine. This booklet has been distributed with the September magazine to Wisconsin school district, municipal and county officials on an annual basis since 1985.

This annual public owner awareness effort, along with referrals by architects, has resulted in over 1,000 owners contacting the WSA for information and assistance in establishing a qualification-based selection process for their building projects. Based on the response from public owners and feedback from WSA members, we are pleased to report that the QBS program is alive and well and is continuing to evolve, improve and serve the needs of public owners and the architectural profession.

This report is not about how QBS has helped level the selection playing field allowing firms to identify their individual skills and abilities nor how QBS has streamlined the selection process saving architects and owners time, effort and expense nor how QBS has prepared the public owner to be a more informed and knowledgeable participant encouraging improved communications. While these are all interesting stories, the purpose of this article is to share our observations on the public relations benefits of our QBS program or, perhaps more accurately, the public client relations benefits.

In developing the QBS program, we have come to realize that the typical public owner is often naive, suspicious and fearful of the deisgn and construction process. This is not to infer that they are not good people, but rather that they generally know very little about what architects do, how they do it, and when to get them involved. The QBS program is aimed at creating an informed, fair and responsible public client.

Public owners are genuinely afraid of making mistakes. They tend to play it safe, favoring arms-length and systemized procedures.

The QBS program has responded on behalf of the profession to improve public understanding and awareness by offering a straightforward step-by-step selection process tailored to the specific building needs of each owner. OBS has fostered an effective one-on-one learning atmosphere that results in the public owner having a higher regard for the profession and a clearer understanding of the architect's role. With the assistance of an independent facilitator, owners quickly recognize that QBS helps them select an architect with greater knowledge and confidence.

QBS has proved to be an unusual and effective public relations effort. A better informed public client will respond to a higher level of skill, imagination and presentation. QBS has served the public a "greater good" while offering the profession the opportunity to achieve better design and an enhanced public image.

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The Wisconsin Society of Architects has recently held several QBS round table sessions with members around the state to evaluate the Qualification Based Selection Program.

If you would like to receive a copy of the documented conclusions resulting from these meetings, or would like to share your thoughts with us regarding the QBS Program, contact Darius Van Fossen, WSA QBS Facilitator.

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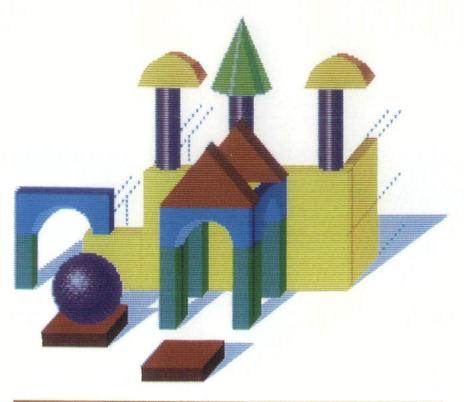
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WSA Fall Workshop

Mark your calendar and reserve Friday, October 13, 1989 to participate in the 1989 WSA Fall Workshop at the Pioneer Inn in Oshkosh. This year's Workshop will focus on small firm practice, management and design. Whether you are a small or large firm, want to stay small successfully or grow larger, the featured Fall Workshop speakers will address the many issues facing architectural practice today.

James E. Larson, AIA, chair of the 1989 Fall Workshop, has put together an informative and enlightening line-up of conference speakers. The morning session will feature Jim Franklin, FAIA, who will offer insights into how firms can become more efficient in their management, marketing and design based on a series of small firm roundtables sponsored recently by The American Institute of Architects. The afternoon speaker will be award-winning architect Duane Thorbeck, FAIA, of Minneapolis who will share his thoughts and experiences on design excellence and the issues facing small firms today from his persepctive as a successful smallfirm practitioner involved in a wide variety of building projects over the past 20 years. The conference will conclude with a tour of Lake Winnebago onboard Wisconsin's largest paddleboat, the Valley Queen II.

For more information or to register for the 1989 WSA Fall Workshop, contact the WSA office at 1-800-ARCHITECT/(608) 257-8477. Space is limited, so register early.

AIA Grants

The WSA and Southwest Wisconsin Chapter recently received grants from The American Institute of Architects.

The Southwest Chapter was awarded a \$2,500 grant from the American Architectural Foundation to support its "Search for Shelter' activities. Specifically, the grant will support the preparation of a report on the successful remodeling of a single-family home in Madison for use as transitional housing for homeless families. The report will provide guidance and a project checklist for utilization by architects working with the homeless and shelter providers in other states. William Herbert, AIA, Madison, prepared the grant application on behalf of the Search for Shelter Committee of the Southwest Chapter.

The WSA Membership Committee successfully applied for a \$1,500 AIA grant to develop a library of professional development seminar video tapes for use as part of its membership recruitment/retention efforts. The tapes will be based on the successful and popular IDP and ARE seminar programs sponsored by the Associate Committees of the Southeast and Southwest Chapters. Initial plans are to produce a video on construction administration that would be of interest to interns pursuing licensure, students and registered architects. Tapes from the WSA library will be loaned to interested groups and individuals throughout the state and will include WSA/AIA membership information.

AIA Documents

The WSA has been designated as a "full-service distributor" of AIA documents. The AIA's full-service program recognizes the superior service provided by the best document distributors, those committed to maximum service.

The designation as one of 38 full-service distributors across the country enables the WSA to continue to provide the wide range of AIA contract documents to members and other design and construction industry professionals at the lowest prices available. For more information on AIA documents, contact the WSA office at 1-800-ARCHITECT or (608) 257-8477.

Francis J. Rose

Francis J. Rose, AIA, Bayside, died July 4 at his home of pneumonia, a complication from lung cancer. He was 81.

Rose contributed significantly to the development of many WSA programs and services. He served as president of the Wisconsin Chapter of the American Institute of Architects in 1961 and 1962. He also was president of the Society of American Military Engineers and a member of the board of the Milwaukee Housing Authority.

Rose learned architecture through his father's firm, Kirchoff & Rose, which was founded in 1894. He earned his degree in architecture from the University of Illinois in 1932.

His wit, good humor and wisdom will be missed by his many friends in the architectural profession.

People & Places

Mark K. Flasch, AIA, has joined the staff of Heike/Design Associates, Inc., Brookfield, as a Project Architect. Mark received a Bachelor of Science Degree in Architecture from UWM SARUP and studied architectural history in London.

Lisa Kennedy-Kimla, AIA, Milwaukee, is chairing the 1990 WSA Convention Committee. Convention Committee members planning for the conference on May 9 & 10, 1990 at the Olympia Village include: Lynn Bichler, AIA, Milwaukee; Robert Greenstreet, Milwaukee; Rich Heebner, Menomonee Falls; Albin Kubala, AIA, Cedarburg; Jeri McClenaghan-Ihde, Milwaukee: Rick Parfrey, AIA, Madison; John Piene, AIA, Wauwatosa; Joe Powelka, AIA, Sun Prairie; Carl Scott, AIA, Appleton; and Chuck Western, Madison.

Larry Witzling, AIA, Milwaukee, and Jeffrey Ollswang, AIA, Whitefish Bay, presented an informative program on the role architects can play in developing solutions to the housing problems faced by cities at a recent U.S. Conference of Mayors meeting in Milwaukee.

Two Wisconsinites have been in the forefront of the AIA's efforts to strengthen the copyright protection of architectural plans and drawings . . . Rep. Robert W. Kastenmeier and WSA member David Lawson, FAIA, Madison. Lawson, Chair of the AIA Government Affairs Committee, has testified at Congressional hearings in support of the AIA's proposal. A recent study by the Library of Congress encouraged Congress to adopt this proposal.

H. James Gabriel, AIA, has been appointed to DILHR's Committee on Aging Schools. This committee's responsibility is to review and develop proposed rules for Wisconsin's aging schools. The committee has been discussing two draft rules prepared by DILHR, one for pre-1930 schools and the other for post-1930 school buildings. Gabriel is chair of the WSA's Aging Schools Committee which was established to provide professional input and monitor legislative proposals for dealing with the safety concerns associated with Wisconsin's aging school building stock.

John E. Somerville, AIA, Green Bay, has been appointed by Governor Thompson to the 11-member Council on Main Street Programs. Somerville is the architectural profession's representative on the Council which advises the Department of Development and recommends the municipalities selected to participate in the three-year Main Street pilot program.

Membership Action

McLaughlin, Russell, was approved for Associate Membership in the Southeast Wisconsin Chapter.

Forman, George, was approved for Professional Affiliate Membership in the Northwest Wisconsin Chapter.

Corley, John W., was approved for AIA Membership in the Southeast Wisconsin Chapter.

Lawson, Eric D., was approved for Associate membership in the Southwest Wisconsin Chapter.

Schad, Peter E., was approved for AIA Membership in the Southwest Wisconsin Chapter.

Schultz, Jeffery, was approved for AIA Membership in the Northeast Wisconsin Chapter.

Suchorski, Edward A., was approved for AIA Membership in the Southeast Wisconsin Chapter.

Vareka, James E., was approved for AIA Membership in the Northeast Wisconsin Chapter.

Putman, James E., was approved for AIA Membership in the Northeast Wisconsin Chapter.

Elliott, Kyle W., was approved for Associate Membership in the Southwest Wisconsin Chapter.



FALL WORKSHOP: October 13

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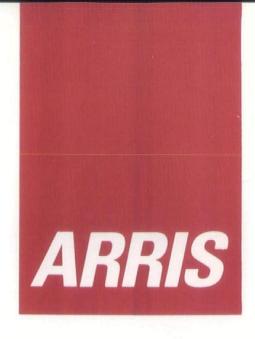
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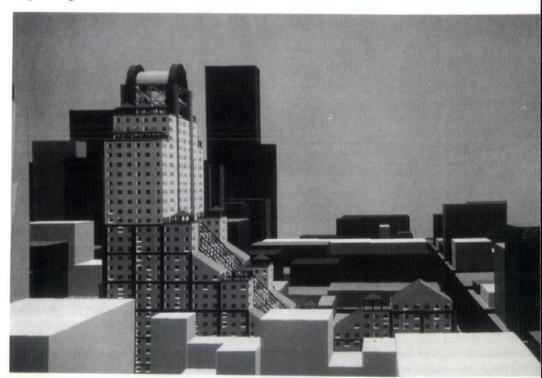
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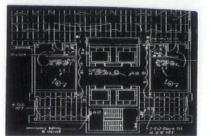
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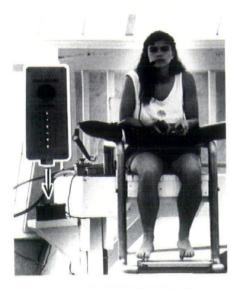


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For more information, contact Gary Zuercher, Sonar International, Inc., 1-800-343-6063.



Details on the flexibility and architectural advantages of mezzanines are featured in a new six-minute video presentation from Wildeck Mezzanines, Inc.

The video covers the range of design options in custom engineered pre-manufactured mezzanines for industrial and commercial applications.

The video also features the economic advantages favoring mezzanine installations for plant and warehouse space, as well as, office conversions, sports facilities, etc. Details on different mezzanine styles and configurations, design considerations and the company's full support services are featured in the video.

This VHS or Beta tape, entitled "The Wildeck Advantage", may be borrowed freely when requested via corporate letterhead. Contact Kelly Reith of WILDECK MEZ-ZANINES at P.O. Box 89, Waukesha, WI 53187. Phone 800/325-4000 (WI).

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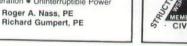
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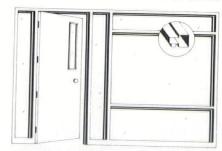
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RIGHT... FROM THE START

Just 55 minutes at the start could save you thousands of dollars on your next parking structure.

That's all it takes to get crucial planning advice from our specialists.

In 55 minutes we'll show you the latest methods of getting the most parking space for your dollar.

We'll give you up-to-date information on building structures that are virtually maintenance free.

We'll demonstrate how Peters' precast concrete is superior to cast-inplace concrete in corrosion resistance. And we'll show you how best to integrate engineering and construction to assure total budget control.

After a 55 minute consultation with J.W. Peters you'll know how to build your parking structure right...right from the start.



JW PETERS

34212 West Market Street • Burlington, WI 53105 • (414) 763-2401 (312) 782-4691 (Chicago) • (414) 272-7222 (Milwaukee)